

**PERBEDAAN SIKAP TERHADAP *PRIVACY* DI SITUS JEJARING SOSIAL ANTARA REMAJA LAKI - LAKI DAN REMAJA PEREMPUAN**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui perbedaan sikap terhadap *privacy* di situs jejaring sosial antara remaja laki – laki dan remaja perempuan. Peneliti berhipotesis bahwa terdapat perbedaan sikap antara remaja laki – laki dan remaja perempuan terhadap *privacy* di situs jejaring sosial, yakni remaja perempuan lebih bersikap kurang positif terhadap *privacy* di situs jejaring sosial daripada remaja laki – laki. Subjek penelitian ini berjumlah 136 remaja yang terdiri dari 60 orang remaja laki – laki dan 76 orang remaja perempuan. Metode pengumpulan data dilakukan dengan menggunakan Skala Sikap terhadap *Privacy* di Situs Jejaring Sosial dengan bentuk skala Likert. Skala tersebut memiliki reliabilitas sebesar 0,808. Analisis data dilakukan dengan menggunakan *Independent Sample T-Test*. Hasil penelitian menunjukkan bahwa terdapat perbedaan sikap terhadap *privacy* di situs jejaring sosial yang signifikan antara remaja laki – laki dan remaja perempuan dengan signifikansi 0,000 ( $p \leq 0,05$ ). Remaja perempuan memiliki sikap kurang positif terhadap *privacy* di situs jejaring sosial dibanding remaja laki – laki.

Kata kunci : sikap, *privacy*, situs jejaring sosial, remaja, laki – laki, perempuan.

**THE DIFFERENCES ATTITUDES TOWARD PRIVACY IN SOCIAL  
NETWORKING SITES BETWEEN MALE ADOLESCENCES AND  
FEMALE ADOLESCENCES**

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**ABSTRACT**

*This study aimed to determine attitude differences toward privacy in social networking sites between male adolescences and female adolescences. Researcher hypothesizes that there were attitude differences between male adolescences and female adolescences toward privacy in social networking sites, which female adolescences have less positive attitudes toward privacy in social networking sites rather than male adolescences. The subjects were 136 adolescences, that consist of 60 male adolescences and 76 female adolescences. The data collection method used Attitude toward Privacy in Social Networking Sites Scale in the form of Likert Scale. This scale had 0,808 reliability. The data analysis was done with Independent Sample T – Test. Finally, the result showed that there were significant attitude differences toward privacy in social networking sites between male adolescences and female adolescences with significance of 0,000 ( $p \leq 0,05$ ). Female adolescences had less positive attitudes toward privacy in social networking sites rather than male adolescences.*

**Keywords** : attitudes, privacy, social networking sites, adolescences, male, female.